

how to brand your activity:

Think of branding your event as the culmination of your online efforts, which are your Facebook pages, twitter accounts and your offline efforts, like the press releases you've sent out about your event all coming together under one umbrella.

By branding your event, you will give it the final push to generate support and participation from your friends, family and community to make it a truly special occasion. Here are the key steps to follow when branding your event:

1. Name your event:

All though your event does come under the Sewa Day banner, you can still make your event unique by giving it a name. A great name can attract even those who may not otherwise be enrolled. A great name can catch people's attention and get them involved, so make sure you think of a name that is memorable and encapsulates your event.

2. Create a tagline:

A tagline is used as a way to summarise the essence of your brand. It is best for your tagline to be a punchy one sentence almost snapshot of your event. By giving your event a tagline, you also have a way to differentiate it from other events and make it unique to you and your group. Just like the name you give you event, the tagline should be catchy, creative and fun.

3. Use a logo:

We already have a great Logo for Sewa Day, so to keep all events across the country uniformed, we would suggest that you use our logo. However, if you would like to create a logo bespoke to your event, you can use this in conjunction with the Sewa Day logo.

4. Think in terms of engaging the audience

So you have a clear idea of the event you would like to put together and you have friends and supporters helping you put your event together; now all you need is a way to put this all together so it appeal to your target audience. Think of what impression you would like to make and how you want them to feel. If you could take the time to meet with your "potential" audience, use that time to get a feel of what they would like to see and expect. This will actually help you plan the content for your day and how to run your event, what messages are needed and how to say them.

5. Create a sense of inclusivity:

It is really important that everyone who is involved with your event feels included and that they are enrolled with the day and what it stands for. From the people who are helping you organize the event to those who you are doing it for, everyone who is involved needs to know that they have been thought of and their needs have are taken care of.